IN THE CLAIMS

Please amend the claims as follows:

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1.   (Original) A method of creating media programming, comprising the steps of:

maintaining a database containing selected information about each of a plurality of media elements;

automatically selecting a plurality of said media elements in response to a request for media programming, and automatically selecting a temporal organization for said selected media elements, said temporal organization not being dictated by said selected information; and

assembling said media elements into media programming.

2.   (Original) The method of claim 1, wherein said media elements are audiovisual clips, and said media programming is an audiovisual program.

3.   (Original) The method of claim 1, wherein said media elements are still photographs, and said media programming comprises a series of said still photographs.

4.   (Original) The method of claim 1, wherein said selected information comprises content information relating to said media assets.

5.   (Original) The method of claim 1, wherein said selected information comprises a plurality of tags associated with each of said media elements, at least one of said tags being a content tag containing information relating to content of said media element, and at least one of said tags being a control tag containing information other than content information.

6.   (Previously amended) The method of claim 5 wherein said media element is a media clip, and at least one of said control tags contains transition information.

7.   (Previously amended) The method of claim 6 wherein at least one of said control tags contains a luminance range for a portion of said media clip.

8.   (Original) The method of claim 5, wherein said step of selecting further comprises selecting two elements based on said request, selecting a temporal order for said two elements, and determining based on information in said control tags whether said two elements may be assembled in the selected temporal order, and, if not, deselecting at least one of said two elements.

9.   (Original) The method of claim 5, wherein said step of selecting further comprises selecting two elements based on said request, selecting a temporal order for said two elements, and selecting transitions for said two elements based on transition information associated with each of said elements and transition rules.

10.   (Currently amended) The method of claim 1, further comprising the step of obtaining demographic information concerning an intended view of [a] the programming prior to said step of selecting, and employing said demographic information in said step of selecting.

11.   (Original) A system of creating media programming from a library of media assets, comprising:

a database containing selected information about each of said media assets;

selection means for automatically selecting a plurality of said media assets in response to a request for media programming, and for automatically selecting a temporal organization for said selected media assets, said temporal organization not being dictated by said selected information; and

assembling means for assembling said media elements into media programming.

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12.   (Original) The system of claim 11, wherein said media elements are audiovisual clips, and said media programming is an audiovisual program.

13.   (Original) The system of claim 12, wherein said media elements are still photographs, and said media programming comprises a series of said still photographs.

14.   (Original) The system of claim 11, wherein said selected information comprises content information relating to said media assets.

15.   (Original) The system of claim 11, wherein said selected information comprises a plurality of tags associated with each of said media elements, at least one of said tags being a content tag containing information relating to content of said media element, and at least one of said tags being a control tag containing information other than content information.

16.   (Previously amended) The system of claim 15 wherein said media element is a media clip, and at least one of said control tags contains transition information.

17.   (Previously amended) The system of claim 16 wherein at least one of said control tags contains a luminance range for a portion of said media clip.

18.   (Original) The system of claim 15, wherein said selecting means further comprises means for selecting two elements based on said request, means for selecting a temporal order for said two selected elements, means for determining based on information in said control tags whether said two elements may be assembled in the selected temporal order, means for deselecting at least one of said two elements if said two elements are not permitted to be assembled in the selected temporal order.

19.   (Original) The system of claim 15, wherein said selecting means further comprises means for selecting two elements based on said request, for selecting a temporal order for said two elements, and for selecting transitions for said two elements based on transition information associated with each of said elements and transition rules.

20.   (Original) The system of claim 11, further comprising means for obtaining demographic information concerning an intended viewer of the programming, said selecting means being adapted to employ said demographic information.

21.   (Original) The system of claim 11, wherein said selection means comprises means for selecting fewer than all of said media elements responsive to said request.

22.   (Original) The system of claim 11, wherein said selection means prevents a user from selecting or ordering said media elements.

23.   (Previously amended) A method for verifying viewing and comprehension of a media program, comprising the steps of:

providing in said media program a sequence of cues; and

receiving from a viewer of said media program information relative to said cues; and

comparing said received information to said sequence of cues.

24.   (Previously amended) The method of claim 23 wherein said step of providing said sequence of cues comprises providing a sequence of visual cues in an audiovisual program.

25.   (Original) The method of claim 23, wherein said cues comprise alphanumeric information.

26.   (Previously amended) The method of claim 23 wherein said cues comprise icons.

27.   (Original) The method of claim 23, further comprising the step of providing means for a viewer to transmit said information.

28.   (Original) The method of claim 27, wherein said step of providing comprises incorporating with programming media a printed document to be completed and returned by a viewer.

29.   (Original) The method of claim 23, wherein said step of receiving information comprises receiving information via telephone communications.

30.   (Previously amended) A method of creating media programming from a plurality of stored media elements, comprising the steps of:

automatically selecting from a database containing information concerning said media elements a plurality of said media elements and automatically designating a temporal sequence for said selected media elements; and

automatically selecting transitions for each of said media elements.

31.   (Original) The method of claim 30, wherein said step of automatically selecting transitions comprises selecting transitions independently for a video portion of said element and for an audio portion of said element.

32.   (Original) The method of claim 30, wherein said transitions are selected based on information relating to permitted transitions associated with each of said elements.

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33.   (Original) The method of claim 30, wherein said transitions comprise fade out of a video portion of said element.

34.   (Original) The method of claim 30, wherein said information comprises a range of permitted transition points at the beginning and end of a plurality of said elements.

35.   (Original) The method of claim 34, wherein said information comprises an earliest permitted transition point, a default transition point, and a latest permitted transition point.

36.   (Previously amended) A system for creating programming from a plurality of stored media elements, comprising:

means for automatically selecting from a database containing information concerning said media elements a plurality of said media elements and automatically designating a temporal sequence for said selected media elements; and

means for automatically selecting transitions for each of said media elements.

37.   (Original) The system of claim 36, wherein said means for automatically selecting transitions comprises means for selecting transitions independently for a video portion of said element and for an audio portion of said element.

38.   (Original) The system of claim 36, wherein said transitions are selected based on information relating to permitted transitions associated with each of said elements.

39.   (Original) The system of claim 36, wherein said transitions comprise fade out of a video portion of said element.

40.   (Original) The system of claim 36, wherein said information comprises a range of permitted transition points at the beginning and end of a plurality of said elements.

41.   (Original) The system of claim 40, wherein said information comprises an earliest permitted transition point, a default transition point, and a latest permitted transition point.

42.   (Previously added) The method of claim 6 wherein said transition information comprises:

a transition point.

43.   (Previously added) The method of claim 6 wherein said transition information comprises:

a transition type.

44.   (Previously added) The method of claim 43 wherein said transition type is a dissolve.

45.   (Previously added) The method of claim 43 wherein said transition type is a cut.

46.   (Previously added) The method of claim 43 wherein said transition type is a fade.

47.   (Currently amended) The method of claim 1 further comprising the step of obtaining desired content information concerning an intended view of [a] the programming prior to said step of selecting, and employing said desired content information in said step of selecting.

48.   (Previously added) The method of claim 6 wherein said transition information comprises:

a modification parameter wherein said modification parameter is used to modify a transition.

49.   (Currently amended) The method of claim 1 further comprising the step of obtaining desired style information concerning an intended view of [a] the programming prior to said step of selecting, and employing said desired style information in said step of selecting.

50.   (Previously added) The method of claim 11 further comprising:
deriving said selected information from said media assets.

51.   (Previously added) The method of claim 11 further comprising:
automatically deriving said selected information from said media assets.

52.   (Previously added) The method of claim 16 wherein said transition information comprises:

a transition point.

53.   (Previously added) The method of claim 16 wherein said transition information comprises:

a transition type.

54.   (Previously added) The method of claim 53 wherein said transition type is a dissolve.

55.   (Previously added) The method of claim 53 wherein said transition type is a cut.

56.   (Previously added) The method of claim 53 wherein said transition type is a fade.

57.   (Previously added) The method of claim 23 wherein said step of providing said sequence of cues comprises providing a sequence of audio cues in an audiovisual program.

58.   (Previously added) The method of claim 23 wherein said step of providing said sequence of cues comprises providing a sequence of audio cues in an audio program.

59.   (Previously added) The method of claim 23 wherein said step of providing said sequence of cues comprises providing a sequence of visual cues in a visual program.

60.   (Previously added) The method of claim 30 wherein said transitions comprise a dissolve.

61.   (Previously added) The method of claim 30 wherein said transitions comprise a cut.

62.   (Previously added) The method of claim 30 wherein said transitions comprise a fade of an audio portion of said element.

63.   (Previously added) The method of claim 36 wherein said transitions comprise a dissolve.

64.   (Previously added) The method of claim 36 wherein said transitions comprise a cut.

65.   (Previously added) The method of claim 36 wherein said transitions comprise a fade of an audio portion of said element.

66.   (Previously added) The method of claim 1 further comprising:

assembling an automatically assembled media clip into said media programming.

67.   (Currently amended) The method of claim 1 further comprising:

obtaining psychographic information concerning an intended view of [a] the programming prior to said step of selecting, and employing said psychographic information in said step of selecting.

68.   (Previously added) The method of claim 1 wherein said step of selecting comprises:

filtering a first media element out of consideration for inclusion in said media programming wherein said filtering is performed by a moderation layer.

69.   (Previously added) The method of claim 5 wherein at least one of said tags is a taxonomic tag.

70.   (Previously added) The method of claim 5 wherein at least one of said tags is an attribute tag.

71.   (Previously added) The method of claim 5 wherein at least one of said tags is a reusability tag.

Claims 72-78 (Cancelled).

79.   (Currently amended) A method of creating media programming comprising:

maintaining a database of media elements;

determining a set of attribute values for each of said media elements;

selecting a first media element with a first attribute value; and

automatically assembling said first media element into a media program.

80.   (Previously added) A method of creating media programming comprising:

requesting a desired media item wherein said desired media item satisfies an attribute parameter;

receiving a plurality of possible media items wherein each of said possible media items satisfies said attribute parameter;

selecting a first possible media item automatically from said plurality of possible media items;

integrating said first possible media item into a media program automatically; and

delivering said media program to a user.

81.   (Previously added) The method of claim 80 further comprising:

collecting an information item related to said user; and

selecting said attribute parameter using said information item.

82.   (Previously added) The method of claim 80 wherein said step of requesting is performed by said user.

83.   (Previously added) The method of claim 80 further comprising:

preventing said user from directly accessing a database wherein said desired media item is requested from said database.

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Claims 84-103 (Cancelled).